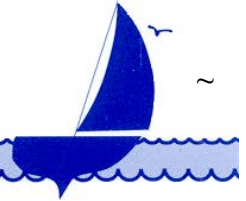




City of Des Moines, Washington

JOB DESCRIPTION



CITY CLERK-COMMUNICATIONS DIRECTOR

Regular, Full-time

Salary Grade: D-31

FLSA Status: Exempt

Union Status: Non-represented

EEO Category: Professional

Nature of Work

This position serves as Clerk of the City Council and custodian and manager of all official records and legal documents of the City, and ensures the provision of clerical and administrative support to the City Manager, the City Council and various boards and commissions, and manages the City's records system and information center. Under the general direction of the City Manager, performs a variety of professional and supervisory work developing, implementing and overseeing the services, programs, and activities of the City Clerk-Communications Department. Responsible for developing, implementing and managing the City's communications strategic plan, to include public information, public relations, media relations, internal and external communications, marketing, education and outreach, and the City website.

Essential Functions

City Clerk Functions:

- Responsible for the preparation of City Council meeting agendas, council packets, meeting notices pertaining to regular, special, and study sessions, and the recording of meetings and items before the Council and actions taken.
- Attends Council regular and special meetings, study sessions and workshops. Oversees the set-up of the meeting room; receives documents to be distributed to Council including exhibits and correspondence; responds to questions as needed; operates recording equipment; oversees the preparation of meeting minutes and reviews for accuracy; distributes approved minutes.
- Maintains custody of official records and archives of the City including, but not limited to: ordinances, resolutions, contracts, agreements, business licenses, real property deeds, easements and other official documents and minutes, and performs the official certification and recording for the City as required on legal documents and any other records requiring such certification.
- Assists and acts in a confidential capacity in support of the City Manager and designees who participate directly in labor negotiations, formulate labor relations policy, and administer collective bargaining agreements; such duties and office proximity make the incumbent privy to sensitive labor relations information, the disclosure of which would damage the collective bargaining process.
- Supervises the Records Management Program for the City assuring compliance with the legal requirements and disclosure regulations; maintains inventory of records within the City; submits reports to the State as necessary for destruction of records.
- Ensures public disclosure of requested records and coordinates with the City Attorney's Office with regard to Public Disclosure laws.

- Oversees the preparation, publication, codification, and filing of legal notices such as public hearings, special Council meetings, advertisements for bids, etc., in accordance with established procedures and legal requirements. Officiates at all bid openings and prepares bid results; provides for annual updates as requested.
- Develops and prepares the annual preliminary budget for the division; analyzes and reviews budgetary and financial data; controls and authorizes expenditures in accordance with established limitations.
- Selects, trains, motivates, and evaluates personnel; provides or coordinates staff training; conducts performance evaluations; implements discipline procedures; maintains discipline and high standards necessary for the efficient and professional operation of the department.

Communications Functions

- Serving as the City's Communications Director, directs the communications content of press releases, City website information, electronic communication and newsletters; prepares speeches, responses, and related materials for public information purposes.
- Establishes and maintains effective relations with the public, the media, community leaders, local school districts, civic organizations, special interest groups, businesses, community groups and other governmental agencies.
- Develops and implements a comprehensive City-wide communications strategic plan; designs, markets and enhances the City's public image, vision, and values to enhance the City's communication services and visibility in the local and regional vicinity.
- Presents an effective "voice" for the City by overseeing oral, written televised, and web-based media communications.
- Facilitates the dissemination of information to promote City-wide issues and/or events; leads interdepartmental communications relating to City publications and communications opportunities.
- Serves as advisor to City Council members, City management and department staff for events and media relations for high profile and/or politically sensitive issues and events.
- Anticipates media responses, makes presentations to media and/or prepares spokespersons for media on breaking stories, news features and publicity campaigns.
- Accurately assess the intent of City Council, City Manager and City departments, translating such intent into an effective presentation plan, and implements the plan while ensuring effective impact of the information released.
- Produces and delivers oral and written medial/news releases, fact sheets, background reports, audio/visual programs, web pages, community newsletters, publications, educational/ and promotional materials.
- Identifies challenges and emerging issues facing the City; works collaboratively with the executive leadership team to recognize internal and external communications opportunities and solutions, and defines and executes appropriate strategies in response.
- Plans, organizes, directs, and participates in the City's public information, civic engagement, and media relations activities including developing and implementing internal and external communications strategic plans.
- Serves as main contact for the City in the event of an emergency; provides professional and technical support to emergency services departments.
- Operates computers for various complex word processing, spreadsheet and database applications, which at times requires repetitive hand/arm movement.
- Communicates effectively both verbally and in writing.
- Maintains confidentiality regarding sensitive information and confidential records.

Other Essential Functions:

- Works effectively and in a professional manner while working with interruptions, strict deadlines and handling multiple projects simultaneously.
- Establishes and maintains cooperative, effective working relationships with co-workers, other City employees, and the general public using principles of good customer service.
- Reports for scheduled work with regular, reliable and punctual attendance.
- Performs other duties as assigned, including but not limited to being assigned to work in other functional areas to cover absences or relief, equalize peak work periods, or balance the workload.

Necessary Knowledge, Skills, and Abilities**Knowledge of:**

- Advanced principles, techniques and practices of public information, media, marketing and public relations.
- Modern administrative and management principles, procedures and techniques, particularly as applied to the overall management of a comprehensive communications/community relations program.
- Principles, practices and concepts of open government, citizen participation and operational characteristics, services and activities of municipal government.
- Effective outreach strategies and techniques for engaging community, neighborhood organizations, and other such organizations.
- Effective public presentation methods to attract and inform a variety of audiences. Political issues, community development issues, and legislative developments of importance to the community and City.
- Administrative principles and practices, including goal setting, program development, implementation and evaluation and supervision of staff.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups and various business, professional, regulatory, and legislative organizations.
- Municipal administration, City laws and operations.
- Parliamentary procedures and state laws relating to conduct of City Council meetings.
- State and local regulations as they pertain to voter registration and election procedures, open public meetings act, licensing of general businesses, and various miscellaneous licenses.
- Public records administration, legal process, and management.
- Principles and practices of records management, including records retention laws.
- Principles and practices of office management, work organization, and supervision.
- Personal computers, Microsoft Office products, business license, cashiering, and records management software applications.

Ability to:

- Demonstrate experience and leadership in managing a comprehensive strategic communications, media relations and marketing program to advance an organization's mission and goals.
- Analyze difficult problems, develop a positive course of action, and follow through on its implementation.
- Demonstrate sound professional judgment, reason logically, and think imaginatively and creatively.

- Prepare a wide variety of effective, professional, attractive and economical communication tools, using both traditional and social media, for a variety of audiences.
- Prepare and present clear, effective, and accurate staff reports, correspondence, policies, procedures, and other oral and written materials.
- Make effective public presentations in routine and emergency situations.
- Organize, supervise, and coordinate the work of subordinate staff.
- Appropriately interpret and apply laws and regulatory provisions to a situation and determine a course of action.
- Prepare procedures, policies, reports and other written material.
- Communicate effectively, orally and in writing.
- Maintain fair, equitable and cooperative working relationships with others.
- Work independently and display initiative.
- Plan and organize work.
- Maintain a high standard of professionalism.
- Perform the essential functions of the position.

Education and Experience Requirements

- Any equivalent combination of education and experience sufficient to successfully perform the essential functions of the position; or, a bachelor's degree in public relations, journalism, public administration, records management or related field; and two years of experience in community relations or public information for a public entity or large organization; and two years of directly related experience as a City Clerk or Deputy City Clerk in a Washington municipality.

Special Requirements

- Available for night and weekend meetings when assigned.
- Possession of and the ability to maintain throughout employment a valid Washington State Driver's License with a good driving record.
- Successful completion of a pre-employment background and criminal history check.
- Because of the known effects of tobacco use, the City of Des Moines does not hire applicants who use tobacco products.

Working Conditions and Physical Abilities

- Work is performed in an office environment although some travel and night meetings are required. The position requires continuous decision making, interpersonal skills, teamwork, creativity, customer service, training/supervision, performance of basic and advanced math, discretion, presentation/teaching, problem analysis, negotiation, mentoring, independent judgment and/or action; and the ability to read, understand, write and speak English.
- Due to internal and external customer service needs, incumbent must be able to work full time on-site. Evening work and occasional weekend work is required.
- The position requires continual talking, hearing, and sitting; frequent fingering, feeling, grasping, handling and repetitive motion of hands and wrists; occasional standing, walking; rare reaching, bending, and climbing. Must be able to push, pull, lift, and carry 20 pounds.

Equal Opportunity Employer

- The City of Des Moines is committed to hiring a diverse workforce and all qualified applicants, including all ethnic backgrounds and persons with disabilities, are encouraged to apply. The City is an Equal Opportunity Employer and does not unlawfully discriminate on the basis of race, sex, age, color, religion, national origin, marital status, sexual orientation, veteran status, disability status, or any other basis prohibited by federal, state, or local law.
- In accordance with the Americans with Disabilities Act, an employer is obligated to make a reasonable accommodation only to the known limitations of an otherwise qualified individual with a disability. In general, it is the responsibility of the applicant or employee with a disability to inform the employer that an accommodation is needed to participate in the application process, to perform essential job functions or to receive equal benefits and privileges of employment.

General Information

- The statements contained herein reflect general details as necessary to describe the principal functions for this job classification, the level of knowledge and skill typically required and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements.
- The physical abilities described above are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The provisions of this job description do not constitute an expressed or implied contract. Any provision contained herein may be modified and/or revoked without notice.
- Reclassification and title change from "City Clerk" to "City Clerk-Communications Director" August 2017.